What is claimed is:

1.   1.   A method for controlling offers that are provided at a point-of-sale terminal, comprising:

2   providing a plurality of offers at a point-of-sale terminal;

3   measuring a performance rate of each offer, thereby defining a plurality of performance

4   rates;

5   selecting a subset of offers based on at least one of the plurality of performance rates; and

6   providing the subset of offers at a point-of-sale terminal.

1   2.   The method of claim 1, in which the step of providing a plurality of offers is performed

2   during a first time period; and in which the step of providing the subset of offers is performed

3   during a second time period which is subsequent to the first time period.

1   3.   The method of claim 1, in which the step of providing a plurality of offers comprises:

2   providing an offer of the plurality of offers at each of a plurality of terminals.

1   4.   The method of claim 1, further comprising:

2   measuring a performance rate of the subset; and

3   if the performance rate of the subset is less than a predetermined threshold,

4   providing the plurality of offers after the step of providing the subset of offers.

1   5.   The method of claim 1, in which the step of selecting a subset of offers comprises:

2   selecting offers that have at least a predetermined performance rate.

1   6.   The method of claim 1, in which the step of selecting a subset of offers comprises:

2   selecting a predetermined number of highest-performing offers.

1   7.   An apparatus for controlling offers that are provided at a point-of-sale terminal,

2   comprising:

3   a storage device; and

4   a processor connected to the storage device,

5   the storage device storing a program for controlling the processor; and

6   the processor operative with the program to:

7   provide a plurality of offers at a point-of-sale terminal;

8   measure a performance rate of each offer, thereby defining a plurality of

9   performance rates;

10   select a subset of offers based on at least one of the plurality of performance rates;

11 and

12   provide the subset of offers at a point-of-sale terminal.

1   8.   The apparatus of claim 7, in which the processor is further operative with the program to:

2   provide a plurality of offers during a first time period; and

3   provide the subset of offers during a second time period which is subsequent to

4   the first time period.

1   9.   The apparatus of claim 7, in which the processor is further operative with the program to

2   provide an offer of the plurality of offers at each of a plurality of terminals.

1   10.   The apparatus of claim 7, in which the processor is further operative with the program to:

2   measure a performance rate of the subset; and

3   if the performance rate of the subset is less than a predetermined threshold,

4   provide the plurality of offers after a provision of the subset of offers.

1   11.   The apparatus of claim 7, in which the processor is further operative with the program to

2   select offers that have at least a predetermined performance rate.

1   12.   The method of claim 7, in which the processor is further operative with the program to

2   select a predetermined number of highest-performing offers.

1   13.   A method for controlling offers that are provided at a point-of-sale terminal, comprising:

2   providing a first offer at a point-of-sale terminal;

3   measuring a performance rate of the first offer; and

4   if the performance rate of the first offer is below a predetermined threshold,

5   providing a second offer at a point-of-sale terminal.

1   14.   An apparatus for controlling offers that are provided at a point-of-sale terminal,

2   comprising:

3   a storage device; and

4   a processor connected to the storage device,

5   the storage device storing a program for controlling the processor; and

6   the processor operative with the program to:

7   provide a first offer at a point-of-sale terminal;

8   measure a performance rate of the first offer; and

9   if the performance rate of the first offer is below a predetermined threshold,

10   provide a second offer at a point-of-sale terminal.

1   15.   A method for controlling offers that are provided at a point-of-sale terminal, comprising:

2   providing a first offer at a first point-of-sale terminal;

3   providing a second offer at a second point-of-sale terminal;

4   measuring a performance rate of the first offer;

5   measuring a performance rate of the second offer; and

6   if the performance rate of the second offer is less than the performance rate of the first

7 offer,

8   providing the first offer at the second point-of-sale terminal.

1   16.   An apparatus for controlling offers that are provided at a point-of-sale terminal,

2 comprising:

3   a storage device; and

4   a processor connected to the storage device,

5   the storage device storing a program for controlling the processor; and

6   the processor operative with the program to:

7   provide a first offer at a first point-of-sale terminal;

8   provide a second offer at a second point-of-sale terminal;

9   measure a performance rate of the first offer;

10   measure a performance rate of the second offer; and

11   if the performance rate of the second offer is less than the performance rate of the first

12   offer,

13   provide the first offer at the second point-of-sale terminal.

1   17.   A method for controlling offers that are provided at a point-of-sale terminal, comprising:

2   for each of a plurality of purchases,

3   determining an upsell in dependence on the purchase,

4   determining an upsell price, each upsell price being based on a purchase, and

5   offering to exchange the upsell price for the upsell;

6   measuring a performance rate of each upsell, thereby defining a plurality of performance

7   rates;

8   selecting a subset of upsells based on at least one of the plurality of performance rates;

9   and

10   providing the subset of upsells at a point-of-sale terminal.

1   18.   An apparatus for controlling offers that are provided at a point-of-sale terminal,

2   comprising:

3   a storage device; and

4   a processor connected to the storage device,

5   the storage device storing a program for controlling the processor; and

6   the processor operative with the program to, for each of a plurality of purchases:

7   determine an upsell in dependence on the purchase,

8   determine an upsell price, each upsell price being based on a purchase, and

9   offer to exchange the upsell price for the upsell;

10   measure a performance rate of each upsell, thereby defining a plurality of

11   performance rates;

12   select a subset of upsells based on at least one of the plurality of performance

13   rates; and

14   provide the subset of upsells at a point-of-sale terminal.

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